

Abstract

- Title:** Marketing Research of Customers' Satisfaction with the Services of Specific Bases of a Selected Company
- Objectives:** The aim of the diploma thesis is to conduct a marketing research of customers' satisfaction with the services of specific bases of a selected company. Based on the results of the survey, create incentives to improve services, which will contribute to strengthening customer satisfaction with the services of these bases.
- Methods:** Qualitative and quantitative research was used in the diploma thesis. Quantitative research, which focused on client satisfaction with services, was conducted in the form of written and electronic surveys. Qualitative research, which served to deepen the research, was carried out in the form of several semi-structured interviews with employees of the selected company.
- Results:** For clear processing of results, mainly modified classification crosses are used, as well as tables and graphs. A modified version of the differential analysis is also used in the evaluation. The results show that the customers of specific bases of the selected company are relatively satisfied with the services. They are most satisfied with the opening time, availability of staff, willingness and performance of the staff. The research also found a number of sufficient reserves or reserves that the company must focus on and correct. At least clients are satisfied with the range of products offered. On bases 1 and 3, the cleanliness, technical condition and number of sanitary facilities. Suggestions for increasing satisfaction, proposed in the diploma thesis, were handed over to the company's management.
- Key words:** Tourism, services, sports tourism, quality of services, marketing research, customer satisfaction